I use an independent ISP which has given me exemplary service during the years I've been with them. This has not been my experience with large providers where service comes from non-technical people who only look up answers to questions in a database. This, of course, doesn't work if the question isn't there to begin with. I pay a little more for this, but it is worth it.

Please don't deregulate to the point where only the big guys will survive. They provide an important part of the internet to us. (My ISP happens to be sonic.net).